



CRURATED

Company Profile

May 2024

Master

IMPORTANT NOTICE

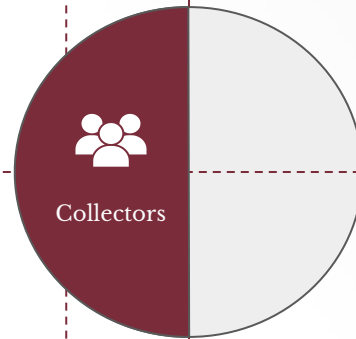
The content of this communication has not been approved by an authorised person within the meaning of the Financial Services and Markets Act 2000. Reliance on this promotion for the purposes of engaging in any investment may expose an individual to a significant risk of losing all of the property or other assets invested.

Crurated is a company that enriches the experience of passionate “Collectors”, not only the buyers of Products Wines and Spirits

1-ACCESS Wants to get access to **rare products** he knows and **discover** new rising stars

3- PRESERVATION Wants to **preserve the goods he bought in the best possible way**, and this is what we offer to every client of Crurated with best in class storage and NFT certification

5-BE ENDORSED Wants to **share his thoughts** after using the good. We will launch **Memories** so that people can easily publish their memories, and also **review memories of others collectors** on different products



2-NETWORK Looks for **meeting like minded people and the producers** that create these magic products. In Crurated, we organize fantastic **dinners/events**

4-RESELL May be eager to **sell or exchange** the goods he bought. We will enable this with our **marketplace**

6-SHARE AND LEARN Wants to **show his collection to friends** by visiting our **Crurated "Space"** with them. We will enable our collectors to organize their space, including which product to display. Our **assistant** will help him to find the information, such as the details of the product he owns or any other info that can be useful for the Collector

WHO WE ARE

A welcome new approach to an old business

the **4MORE**

La fine wine community Crurated raccoglie 7,5 milioni e punta sull'Italia

14 marzo 2023



Decanter

Home / Wine News

Crurated wine members' club raises \$7.2m from investors

Crurated, a digital members' club offering access to fine wines sourced directly from producers, has said it will use the fresh funding to invest in technology on its platform and to expand its offering.

Chris Mercer
February 11, 2023



drinks business

Are the wine cellars of the future virtual?

16 February 2023
By Eloise Falden

"Easier access to great wines" — this is what Crurated founder Alfonso de Gaetano argues young wine collectors are looking for. And he's going to give it to them, at least in virtual form. [Eloise Falden finds out more.](#)



yahoo!finance

Crurated Announces 2023 Exclusive Events

Crurated Limited
Wed, April 26, 2023 at 3:53 PM GMT+0 5 min read



Crurated Limited

Hosted with renowned Producers and Chefs at some of the most prestigious restaurants, Domains, and hotels

Crurated events connect wine lovers to their favorite winemakers

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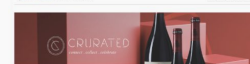
Crurated events connect wine lovers to their favorite winemakers

IWM
LUXURY SPIRITS MAGAZINE

Meet Crurated: A New Breed Of Fine Wine Club

What do you get if you cross a fine wine community, exclusive wine events and fractional wine barrel sales with Blockchain and NFT technology? Answer: a truly disruptive company. [Ready making fine wine simple, accessible and secure.](#) [Renee Nickle speaks to Paolo Sironi, CEO of Crurated about this new generation of wine club.](#)

By Renee Nickle | November 14, 2022



DrinksRetailing
CONVERTING THE BEST IDEAS INTO REALITY



Crurated launches metaverse for wine collectors

MARKETS INSIDER

Crurated Limited : Crurated Becomes the First Blockchain and Member-Based Wine Community to Offer Fractional Barrel Sales Backed by NFT Technology

Forbes

FORBES > BUSINESS > RETAIL

Luxury Brands Discover Blockchain

Dennis Mitzner Contributor @

I'm interested in how technology shapes culture and behavior.

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Aug 17, 2022, 07:22am EDT

GAMBERO ROSSO

Cosa sono le cantine virtuali? Vino, metaverso e il futuro del collezionismo

8 Feb 2024, 09:40 | a cura di Maddalena Tassinari



INSEAD Publishing
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The Crurated Revolution: Connecting People with Fine Wines Through Blockchain Technology

By David Dubois, Lidia Martin Garcia
Published 22 Jun 2023
Industry: Luxury Goods and Jewelry

Professor's 4822
Project: Global
Length: 12 pages

South China Morning Post

Post Magazine / Food & Drink

Blockchain with your burgundy: how NFTs are being minted by wine and spirits producers and auction houses to cut out counterfeiters and draw young consumers

- Wine and spirits producers and middlemen have begun exploring use of the blockchain to assure their customers of the provenance of premium wines and spirits
- NFTs make it easier to trade wines and spirits, and allow their issuers to offer bonuses to customers. Yet uptake has been slow and they have their doubters

Verdict

Crurated launches first real asset metaverse for wine enthusiasts

The new wine and spirit metaverse will give users a more immersive experience of wine connoisseurs

Kurt Robson February 13, 2024

Share this article



HOW WE CREATE VALUE

Access to the best supply

We already work with **incredible producers** from the most recognized fine wines areas.

Selected additional wine regions will join to increase the portfolio

FRANCE



ITALY



SPAIN



GERMANY



Egon Müller

An innovative selling proposition

The screenshot displays the 'Barrels' platform interface. At the top, there's a navigation bar with 'Barrels' as the main title. To the right, it shows 'Total Purchased €123.00', 'EMP €180.00', and 'Upside 46.34%' with an upward arrow. There are also links for 'Explorer' and 'Wallet NFT'. Below the navigation is a video player with the text 'See how you can trade barrels'. A search bar is located to the right of the navigation tabs. The main content area features a product listing for 'Domaine Fourrier Griotte-Chambertin Grand Cru 2022'. The listing includes a 'Catalogue' link, dates '30 June 2024' and '30 November 2023', and a countdown timer showing '01 DAYS 11 HOURS 35 MINS 26 SECS'. A 'Highly Competitive' badge is present above a progress bar. The product details show a 'Your Offer for 0.75' of 720€ and a 'Total 2160€ Excl. Taxes' for an 'EMP 4,200€'. A 'Submit an Offer' button is at the bottom. The interface also includes a sidebar with navigation options: Dashboard, Auction, Barrels, Collection, Single Lots, Store, Private Sale (44 items), Shop (131 items), My Cellar, Physical, Shipments, and My Offers.

Choose from Collections, Single Lots, Barrels, or our Regular Shop

With fractional 'Barrel sales', you can secure sought-after wines pre-bottling, picking your preferred overall allocation (0.75L, 1.5L, 3L, up to 45L, linked to your membership tier)

Unique formats with the barrel-to-bottle conversion



After you have won a barrel offer, you can choose your preferred bottle format(s) to convert your wine, including very exclusive ones

HOW OUR PLATFORM WORKS

My Cellar, the heart of your entire collection

Physical Cellar
73 Lots (499 bottles) in total purchased

Total Purchased: €127,144.55
Market Value: €188,053.00
Upside: 47.9%

In Barrels: 0 Lots (0 bottles)
With Producer: 20 Lots (78 bottles)
In Warehouse: 47 Lots (307 bottles)
Shipment Request: 0 Lots (0 bottles)
Delivered: 6 Lots (94 bottles)

Top Producers in my cellar

- Domaine Fourrier: 17 Lots - 30 Bottles
- Domaine De Montille: 13 Lots - 20 Bottles
- Louis Roederer: 20 Lots - 94 bottles
- Armand Heltz: 7 lots - 42 Bottles
- Denis Mortet: 6 lots - 36 Bottles
- Giovanni Rosso: 3 lots - 20 Bottles

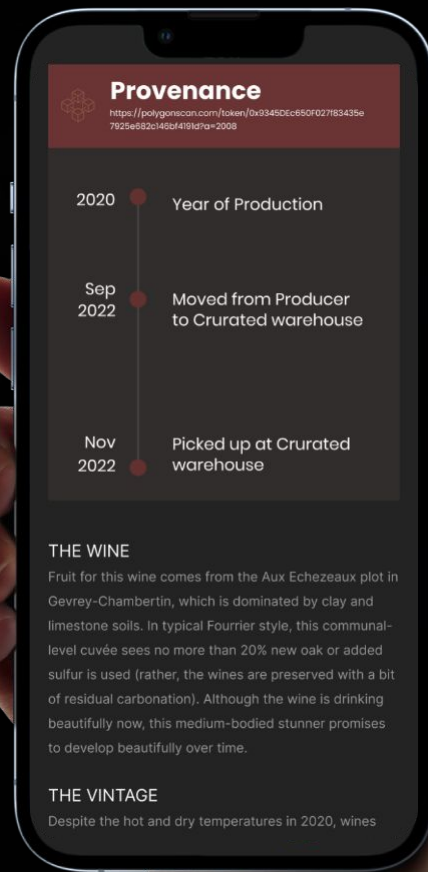
Products	Qty	Total	EMP	Btl	Status	Actions
Arnaud-Lachaux Premier and Grand Cru Survey - Collector's Edition	1	4,151.25 €	6,650.00 € + 61%	x 6	Delivered	
Béêche & Fils Premier Cru and Grand Cru study case	1	912.25 €	1,210.00 € + 33%	x 10	In our warehouse	
Château Pichon Longueville Comtesse de Lalande Pichon Lalande Magnum Collection 1	1	563.75 €	720.00 € + 28%	x 1	In our warehouse	
Château Pichon Longueville Comtesse de Lalande Pichon Lalande Magnum Collection 2	1	278.75 €	360.00 € + 31%	x 1	In our warehouse	
Denis Mortet The Purity Collection	1	1,383.75 €	3,420.00 € + 148%	x 6	In our warehouse	
Domaine Fourrier Domaine Fourrier Chambolle-Musigny 1er Cru Les Gruenchers 2022 - 3 bottles	2	492.00 €	870.00 € + 77%	x 3	With Producer	

In the "My Cellar" section, you can access your wine collection, request shipping and also track the market value evolution

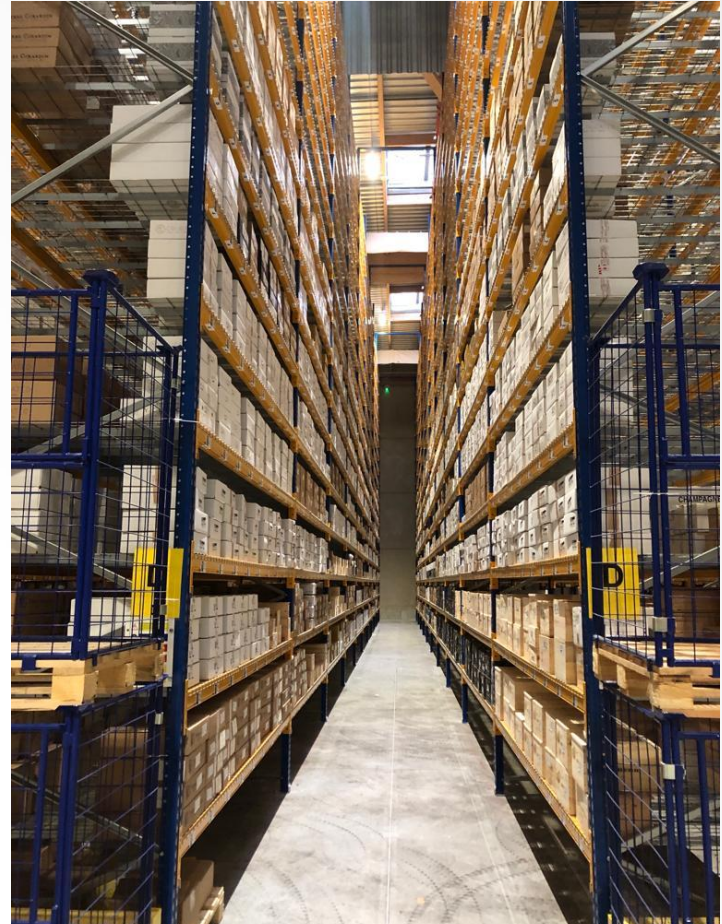
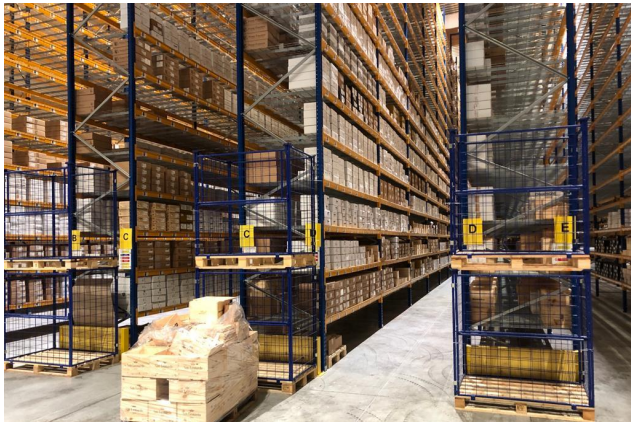
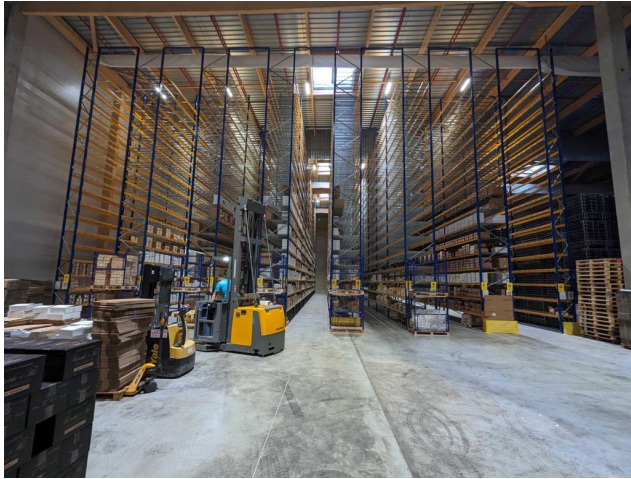
CUSTOMER EXPERIENCE

Unique data infrastructure enabling customer experience

Tap your phone on the barcode of your bottle to instantly learn its vintage details and the history of bottle movements



OUR NEW WAREHOUSE



Two successful fundraisings completed, with one more being closed

Round	Seed COMPLETED Oct 2021	Series A1 COMPLETED Oct 2022	Series A2 IN PROGRESS
Capital Raise	€ 3m	£ 5.8m	Up to £ 10m - <i>GBP 8M already committed</i>
Stake	15% share	Cap of £ 48m	Pre-money Cap of £ 65m* Advanced Subscription Agreement - Post-money Cap of £ 75m
Target	Expansion in EU UX/UI improvement Client acquisition	Expansion to new regions Introducing new products Client acquisition	Continue the expansion to new regions Introducing new innovative products (marketplace, immersive experience, ...) Client acquisition

* including £ 5m of net assets (+25% vs previous round)

HNWIs

HNWIs + Strategic investors

Thanks